

# Research regarding the role ITC is playing in the Organizational Performance Management in companies from Cluj-Napoca, Romania

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**Abstract** The article presents a survey's results on the use of ITC in Romanian organizations from Cluj-Napoca city, Romania. We selected only the IT&C companies from the <http://www.paginaurii.ro/> site. The information we obtained refer at the importance of the organization's investments, the electronic marketing activities, the software applications produced, sold or used, the costs of IT maintenance, the existing facilities, the importance of the Internet in activities development, acquisitions – Internet sales. We used the questionnaire as a research tool.

**Keywords** - Information and communication technology, information systems, software applications, information security, electronic marketing

## I. INTRODUCTION

The purpose of this research was to obtain information regarding the influence of information technology in Romanian IT companies. In order to obtain this information a questionnaire has been elaborated. The questionnaire was pre-tested this year, in ten firms, with different activities from Cluj-Napoca.

The final questionnaire has 35 questions. It has been applied in Romanian IT companies from Cluj-Napoca.

Internet, technology and globalization contributed to the emergence of a new economy, an economy that is based on information management. Nowadays, the companies can present their products or services and also can recruit manpower through the internet.

Key performance indicators reflect the critical success factors of an organization. They are different from one organization to another. Key performance indicators reflect the organization's goals. They must be quantifiable (measurable).

## II. A FEW RESULTS

A part of the research results are presented below.

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- Do you appreciate that the use of ITC is a condition for your organization's competitiveness on the Romanian market?
  - 84% of those questioned considered that the use of ITC in the company is a condition of the company's competitiveness on the market and 16% considered that the use of ITC in the company is a condition of the company's competitiveness only partially.

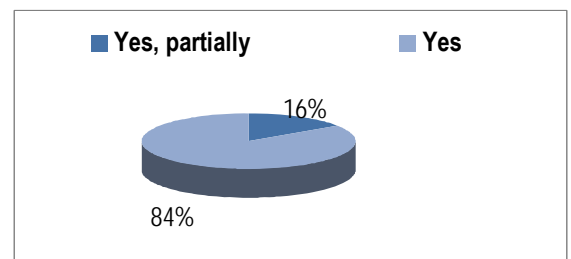


Fig.1. ITC – a condition for the organization's competitiveness on the Romanian market

- Do you consider that the organization invested in ITC in the last three years:
  - very much: 10%;
  - a lot: 31%;
  - the same as other firms in the same strategic sector: 50%;
  - a little: 6%;
  - very little: 3%.

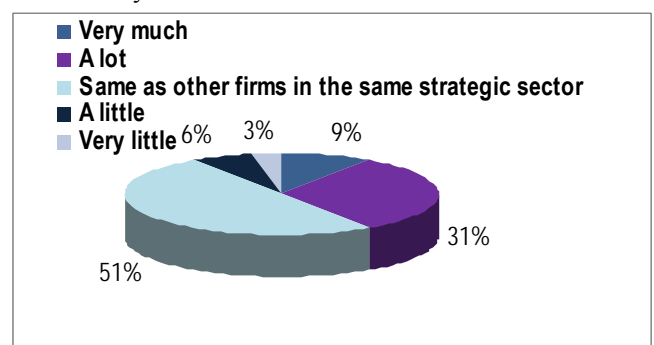


Fig.2. Investments in ITC

- Do you achieve sales through the Internet in the organization?

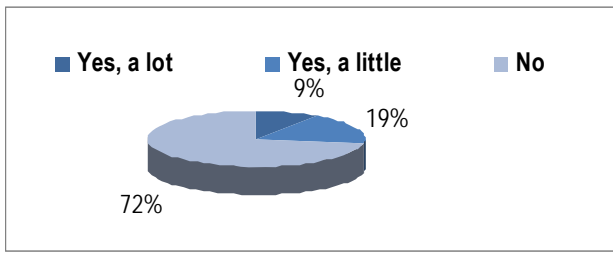


Fig.3. Sales through the Internet

4. Do you also achieve supplies through the Internet in the organization?

- Yes, a lot: 9%;
- Yes, a little: 19%;
- Do not answer: 72%.

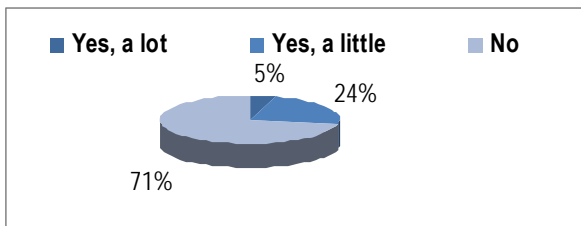


Fig.4. Supplies through the Internet

5. Specify the products purchased by your organization, via the internet last year.

- Office supplies: 7%;
- Professional books: 3%;
- IT Technology: 7%;
- Do not answer these products: 25%
- Do not made supply through the internet: 58%.

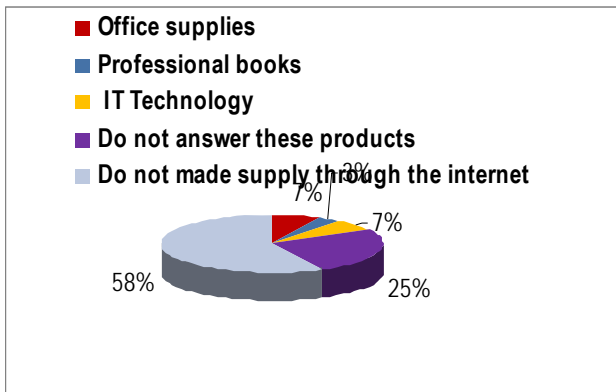


Fig.5. The products purchased by your organization, via the internet, last year.

6. In what areas do you need special training for the employees from the information technology field (if necessary)?

- Technological design: 1%;
- Projects management: 1%;
- Human Resources Management: 2%;
- Financial Management: 3%;
- Supply Management: 1%;
- Accounting: 1%;
- Marketing: 4%;
- Not applicable: 84%;

- Do not answer: 2%;
- Others: 1%.

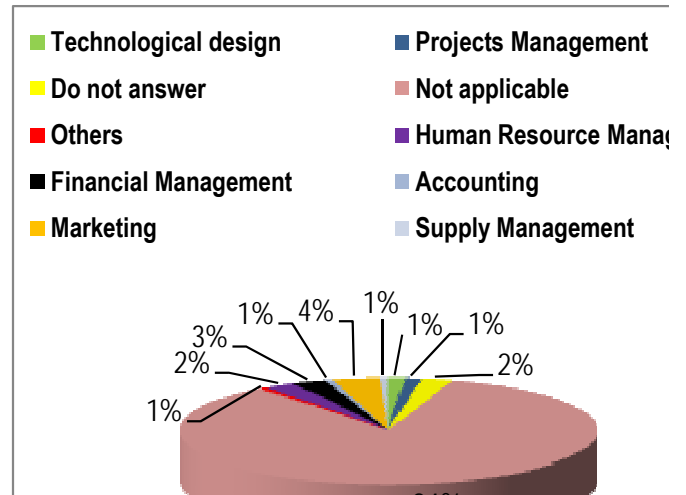


Fig.6. Special training for employees

7. Specify if your organization has a standard of informational security (ISO).

- Yes: 3%;
- No: 97%.

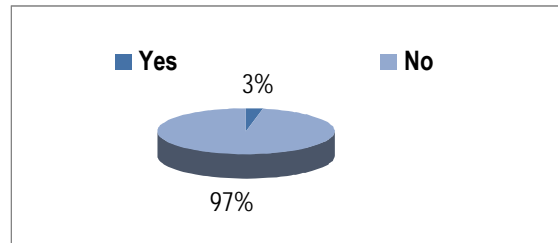


Fig.7. Informational security standard (ISO)

8. The turnover of the organization for the last 3 years: 2006

- < 300 000 Euro: 47%;
- 300 000 – 3 mil. Euro: 34%;
- >3 mil. Euro: 3%;
- Without activity: 13%;
- Do not answer: 3%.

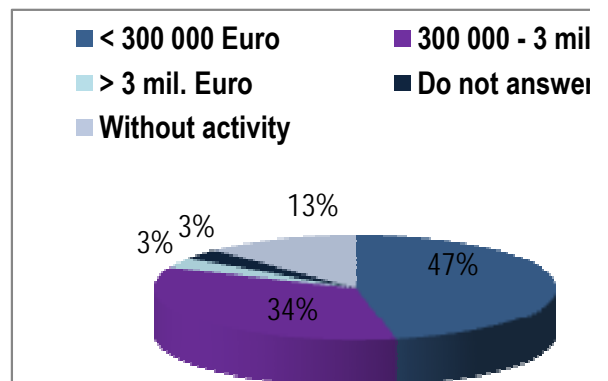


Fig.8.1. The turnover in 2006

2007

- < 300 000 Euro: 66%;
- 300 000 – 3 mil. Euro: 22%;
- 3 – 6 mil. Euro: 6%;
- > 6 mil. Euro: 3%;

➤ Do not answer: 3%.

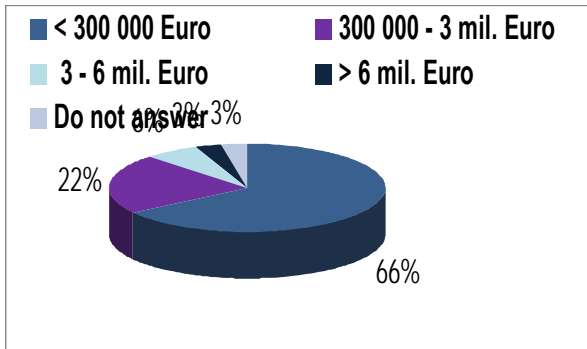


Fig.8.2. The turnover in 2007

2008

- < 300 000 Euro: 63%;
- 300 000 – 3 mil. Euro: 22%;
- 3 – 6 mil. Euro: 9%;
- > 6 mil. Euro: 3%;
- Do not answer: 3%.

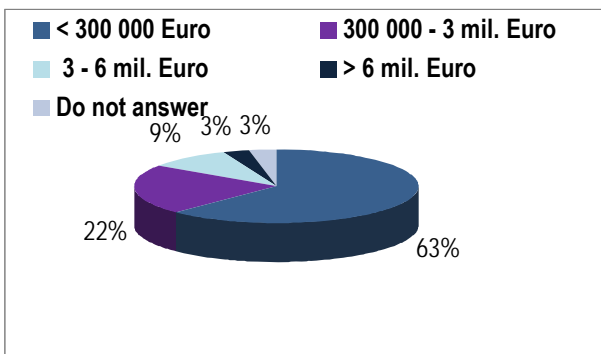


Fig.8.3. The turnover in 2008

9. Average number of employees

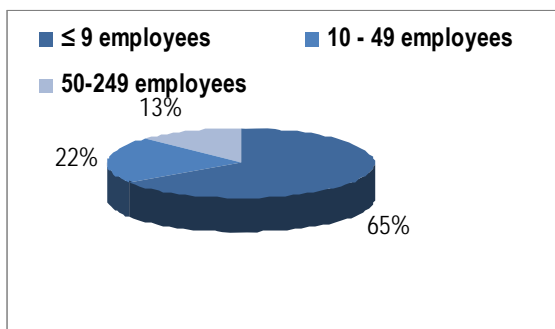


Fig.9. Average number of employees

10. The organization's main field of activity:

- Information technology services
- Software activities on demand
- Programs developping
- Wholesale trade of computers, peripheral equipment and s
- IT Service and maintenance
- Software production
- Other activities related to IT
- Telecommunications
- Maintenance and repair of office machinery
- Retail of IT products, assembly, service, maintenance
- Telecommunications - internet services
- Retail sale of telecommunications equipment
- Retail of other products
- Intermediation in trade with various products
- Reproduction of Information Records
- Consultancy and provision of other software

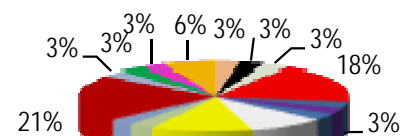


Fig.10. The organization's main field of activity

### III. CONCLUSION

The investments in the informational technology lead to organizational performances, if the technologies are used at maximum capacity.

The use of information technology leads to costs decrease in the organizations and also, to higher performances of the products or services. In order to have all these benefits are required continuous investments in information technology.

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